IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of

Basak et al.

Serial No.: Not Yet Assigned

Group Art Unit: Unknown

Filing Date: Concurrently Herewith

Examiner: Unknown

For:

A METHOD AND SYSTEM FOR DESIGNING A CATALOG WITH OPTIMIZED

PRODUCT PLACEMENT

Commissioner of Patents P.O. Box 1450 Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Under the provisions of 37 CFR §1.97 through §1.99 and pursuant to applicants' duty of disclosure under 37 CFR §1.56, applicants respectfully bring the following documents, listed on the attached form PTO-1449, to the attention of the Examiner in charge of the above-identified application. Copies of the listed documents are provided herewith for the convenience of the Examiner. This citation does not constitute an admission that the references are relevant or material to the claims. They are only cited as constituting related art of which the applicants are aware.

It is respectfully requested that the listed references be considered by the Examiner and formally made of record in this application.

Please charge any deficiencies in fees and credit any overpayment of fees to Attorney's Deposit Account No. 09-0441.

Respectfully submitted,

Mohammad S. Rahman Registration No. 43,029

Date: 7-31-03

McGinn & Gibb, PLLC 2568-A Riva Road, Suite 304 Annapolis, Maryland 21401 (301) 261-8625 Customer No. 28211

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT				First Named Inventor	Jayanta Basak			
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				Examiner Name				
Sheet 2 of 2				Attorney Docket No	JP9-2003-0064			

		OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS	
Examiner Initials	Cite No	Include name of Author (in CAPITALS), title of the article, title of the item (book, magazine, journal, serial, symposium, magazine, etc.), date, page(s), volume-issue number(s) and publisher.	T
		YOON HO CHO, JAE KYEONG KIM AND SOUNG HIE KIM, "A personalized recommender system based on web usage mining and decision tree induction" Source: Internet weblink - http://monkey.icu.ac.kr/sslab/course/ICE720/data/subjectPresentation/APers onalizedRecommenderSystem.pdf	
		Internet weblink - http://www.Catalog.com	
		News article: LISA BIANK FASIG "The catalog store- Catalog shop must operate by the book - and calendar" Source: Internet weblink - http://www.enquirer.com/today/business.html	
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Sheet	1	of	2	Attorney Docket No	JP9-2003-0064US1			

Examiner Initials	Cite	US Pat						
		Number	Code	Patentee or Applicant of Cited Document	Date of Publication MM-DD-YYYY	Relevant Pages, Columns, lines and Figures		
		2002001 9763A1		None	February 14, 2002	Abstract; Figures 11,13; Paragraphs [0007]-[0014]; Claims 1, 17, 32		
		6266649		Amazon.Com, Inc., Seattle, WA	July 24, 2001	Abstract; Figures 1-2; Column 5 lines 35-45; Column 6 lines 5 -15; Claims 2-3, 33-36, 43-44		
		2002016 1664A1		None	October 31, 2002	Abstract; Figures 3, 7, 10, 16; Paragraphs [0038]-[0040] and Claims 1, 6-8, 10, 13-17, 19-20		
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Examiner	Cite		Foreign Pate	nt	Patentee or Applicant	Date of	Relevant	T
Initials	No	Off	Number	Code	of Cited Document	Publication MM-DD-YYYY	Pages, Columns, lines and Figures	